



## **Lollipop**

### Crypto's First Defi-Based Meme Token

There are many meme tokens, but none were born out of a desire to move the entire meme token community forward into a whole new era.

Meet Lollipop. Built on BNB and the cutest dog token on any blockchain, she is also the one with the most potential. Lollipop is the mascot for an entire community-focused DeFi ecosystem that will be built in her name and take memes to a new level of sustainability and respectability. Lollipop embraces the lighthearted spirit of meme culture, but this cute puppy is ready to put in some serious work and give its holders multiple ways to generate revenue.

### **Why we need Lollipop**

Despite being a primary reason people flock to crypto, meme tokens are not respected. Yes, they have funny mascots and sometimes dumb names, but they brought in more than 30% of the new holders during the last bull market and are currently fueling the crypto rally.

They deserve more respect. Now, too many meme token scams and teams focus on personal profits at the expense of their communities.

Well, we are here to change that.

## **Lollipop Credentials**

- Renounced Contract
- Full transparency
- Team tokens vested
- Experienced, forward-thinking management team

## **The Lollipop Plan**

Each incredible journey needs to start with a plan, and Lollipop has one that takes us from smallcap to crypto giant. We begin as a typical community-focused meme token: cute and energetic. We then add some of crypto's best and most rewarding DeFi elements to provide our token holders with consistently growing passive income. The longer you hold our token, the more you gain, and in multiple ways.

Our Defi Elements will include:

- A Cross-Chain DEX
- Lollipop Revenue Generating NFTs
- A rebasing element that will provide passive income to Lollipop holders

The best part is that many core elements are already in planning or development.

## Why the BNB chain

A few good reasons - First, most of us made a lot of our money on BNB because it is cheap, fast, and never goes down, and the projects listed there are easy to understand with lots of upside potential. Also, when you combine the number of contracts, total unique wallets, DeFi TVL, and daily transactions, BNB is still the #1 chain, with loads of investors waiting for a cute meme token with big plans to come along. Well, here we come!

## Neo-Natal Phase - Weeks 0-2

### Lollipop Meme token

Objectives:

- Establish team dynamic
- Create public Roadmap
- Create a marketing strategy
- Create a daily content schedule
- Generate awareness
- Build community
- Branding
- Launch
- Have lots of fun

## **Puppy Phase - Weeks 2 to 4**

Objectives:

- Establish partnerships
- Test marketing companies and campaigns
- Coin tracker listings
- YouTube marketing campaign
- Team expansion
- Introduction of DeFi Utility Roadmap
- Commence dApp research
- Have lots of fun

## **Junior Dog Phase Weeks 6-12**

### **dApp & DEX**

Objectives:

- Commence dApp Development & Testing
- R&D DEX (De-centralised Exchange)
- Launch DEX & dApp
- Define Tokenomics for rebasing \$LOLLY
- Release Tokenomics
- Rebasing \$LOLLY Aggressive Marketing Campaign
- R&D of utilities
- Have lots of fun

## **Young Adult Dog Phase - Months 3-6**

### **Rebasing \$LOLLY**

Objectives:

- Launch Rebasing \$LOLLY
- Creation of additional revenue streams
- Launch NFT Collection
- Have lots of fun

## **Full Adult Dog Phase - Months 6+**

Wag your tails and check back soon.

